



# Become a MyPick® Verified Local Farmer® and show shoppers that you're the REAL deal.

## Transparency at Farmers' Market is a Growing Concern

Shoppers often think they are buying directly from local farmers when in fact they are buying from resellers. They have no way of knowing which vendors are actual farmers.

Thanks to the MyPick verification program from Farmers' Markets Ontario®, now they do!

When a shopper sees a market vendor displaying a MyPick certificate, they can be sure they're getting just-picked freshness from the grower's own farm, and are helping support local agriculture.

**The MyPick® Verified Local Farmer® logo identifies the real stars of Ontario farmers' markets: bona fide local farmers selling only what they grow, raise or otherwise produce on their farms.**

## The Benefits of Becoming a MyPick Verified Local Farmer

- ✓ Increased shopper confidence knowing they are buying directly from an Ontario farmer and not a reseller.
- ✓ Differentiates your business to help you stand out.
- ✓ Detailed profile on the Farmers' Markets Ontario website.
- ✓ MarketMatters news and information digital newsletter subscription.
- ✓ Valuable learning tools to help you improve sales at the farmers' market.
- ✓ 8.5" x 11" downloadable certificates to display in your stall.
- ✓ Access to online Vendor Certification videos featuring components that include marketing, promotions, merchandising and best practices for sales success at markets.

**The MyPick program provides market shoppers with 100% assurance that they are buying directly from an Ontario farmer and not a reseller.**



**Learn more about MyPick today!  
MyPick.ca or call 1-800-387-3276**



# Ontario Farmers' Markets Shoppers LOVE MyPick® Verified Local Farmers.

## What does MyPick mean to Market Shoppers

Shoppers come to farmers' markets with the intent to buy from genuine farmers. They don't know that resellers aren't real farmers. And they don't know they're buying food that isn't farm-fresh or locally grown.

A CBC Marketplace recent segment revealed that at some farmers' markets, vendors are pretending to be local farmers when in fact, they're resellers of foods that has sometimes travelled thousands of kilometers.

It's a fraud that hurts consumers as well as genuine farmers by cutting into their sales. It's all about transparency.

**The MyPick® Verified Local Farmer® logo identifies the real stars of Ontario farmers' markets: bona fide local farmers selling only what they grow.**

## Why Consumers Buy from a MyPick Verified Local Farmer

- ✓ Provides 100% assurance that they are buying directly from an Ontario farmer and not a reseller.
- ✓ Promotes a healthy life-style purchasing minimally processed, most nutritious produce available.
- ✓ Connects them with where their food comes from and the people who grow it.
- ✓ Supports family farmers earn a fair price for the products they produce.
- ✓ Helps the environment by supporting farmers using growing methods that minimize the impact on the land while reducing their carbon footprint.
- ✓ Keeps money in their community and stimulates the local economy.

**The MyPick® Verified Local Farmer® program easily helps consumers distinguish between genuine local farmers and resellers.**



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